



ASSOCIATION FOR CONSUMER RESEARCH

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How Suspicion Can Lead to Suboptimal Consumer Choices

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This paper shows that suspicion affects subsequent, unrelated consumer choices. Contrary to its effect on related choices, suspicion renders unrelated choices suboptimal, leading suspicious consumers to choose more vices over virtues than their non-suspicious counterparts. Cognitive load explains these counter-intuitive findings.

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21-G: The Impact of Regulatory (Non) Fit and Task Difficulty on Consumer's Subsequent Evaluations

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Based on the regulatory fit phenomenon, the authors investigate the impact of regulatory fit and task difficulty on consumer's subsequent evaluations. Results from two experiments demonstrate that under low difficult tasks, the regulatory fit holds true, but under a difficult task condition, this effect no longer exists.

21-H: Mindless Resistance to Persuasion: When Low Self-Control Decreases Yielding to Social Influence

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The present research challenges the prevailing view that resistance to persuasion is more likely to succeed when resources for active self-regulation are high, rather than low. Three experiments demonstrate that low self-control may actually facilitate, rather than hinder, resistance to persuasion when the influence context contains salient resistance-promoting heuristics.

22-A: The Power to Know What You Want: How Power Influences Preference Consistency

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We hypothesize that power increases preference consistency. In three experiments, we show that power increase reliance on internal preferences compared to external cues, that power increases consistency between preferred product features and choices, and that power decreases transitivity violations. Future directions, theoretical implications, and practical implications are discussed.

22-B: How Suspicion Can Lead to Suboptimal Consumer Choices

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This paper shows that suspicion affects subsequent, unrelated consumer choices. Contrary to its effect on related choices, suspicion renders unrelated choices suboptimal, leading suspicious consumers to choose more vices over virtues than their non-suspicious counterparts. Cognitive load explains these counter-intuitive findings.

22-C: The Delboeuf Illusion in Food Portion Judgments by Chimpanzees (*Pan troglodytes*)

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Chimpanzees preferred choosing same-sized and smaller food portions that were presented on a smaller plate over equal or larger food portions presented on a larger plate. These biases can be attributed to the Delboeuf Illusion which previously had only been demonstrated in portion estimation and consumption behavior in humans.